

ReOregon Housing Programs

WORKSHOP #1: Outreach Tactics Roundtable



**Disaster Recovery & Resilience
Oregon Housing & Community Services**

Agenda

- **Introductions**
- **ReOregon recap**
 - Eligibility Questionnaire, HARP, HOP, WRRRA/IHA, PIER
- **Breakout session 1**
 - Cross-Community Collaboration: Lessons Learned – 15 minutes
- **Citizen Participation Toolkit**
- **OHCS Materials**
- **Outreach**
 - Message
 - Target Population(s)
 - Strategies
- **Breakout session 2**
 - Engagement Plan work session – 20-30 minutes
 - Working with outreach partners
- **Timeline**
- **Upcoming ReOregon workshops**
- **Contact info**

HARP Support Grants

Targeted Timeline

Execute Contracts

ASAP

**HARP Launch
Workshops**

May - June

**HARP Outreach
Begins**

June

**HARP
Application
Intake**

July

** Timeline is subject to change*

Workshop Outcomes

1. Share experience on outreach and engagement tactics
2. Provide helpful resources
3. Understand ReOregon outreach messages
4. Start work on Engagement Plans

ReOregon Messaging

ReOregon will:

1. Help impacted homeowners replace, rebuild, and repair homes (including manufactured homes) **(HARP)**
2. Help impacted renters become homeowners **(HOP)**

Eligibility Messaging:

1. Phase 1 of HARP will serve **low- and moderate-income homeowners who haven't finished replacing their home yet** (or the replacement is unhealthy or unsafe)
2. We need renters and homeowners who have rebuilt to **complete the eligibility questionnaire** so we can **plan what future phases will look like.**

Call to action for Potential Applicants:

1. Keep your contact info up-to-date
2. Get ready to apply in early summer by gathering up needed documents.
(Document checklist)

ReOregon Housing Programs

- **Eligibility Questionnaire**
- **HARP:** Homeowner Assistance and Reconstruction Program
- **HOP:** Homeownership Opportunities Program
- **IHA:** Intermediate Housing Assistance
- Housing Counseling & Legal Assistance
- **PIER:** Infrastructure/Mitigation Planning Grants

ReOregon Programs

Recap

Eligibility Questionnaire



Everyone who needs or wants assistance from any ReOregon Housing Program **is encouraged to complete the initial questionnaire.**

Even if they don't think they meet eligibility requirements!

ReOregon Programs

Recap

HARP:

Homeowner
Assistance and
Reconstruction
Program

HARP can help **homeowners** impacted by the 2020 Oregon Wildfires **rebuild, repair, or replace their homes**

Eligibility

- Homeowners who lost their primary residence in one of the 2020 Labor Day Oregon fires (e.g., Echo Mountain, Beachie Creek, Alameda, Holiday Farm etc..)
- Homeowner has a remaining need
- Homeowner's household qualifies as low or moderate income

ReOregon Programs

Recap

Fiscal Year 2023 Low- and Moderate-Income Limit

County	1 Person	2 Person	3 Person	4 Person	5 Person	6 Person	7 Person	8 Person
Douglas	\$42,600	\$48,650	\$54,750	\$60,800	\$65,700	\$70,550	\$75,400	\$80,300
Jackson	\$45,300	\$51,800	\$58,250	\$64,700	\$69,900	\$75,100	\$80,250	\$85,450
Lane	\$47,250	\$54,000	\$60,750	\$67,450	\$72,850	\$78,250	\$83,650	\$89,050
Lincoln	\$42,600	\$48,650	\$54,750	\$60,800	\$65,700	\$70,550	\$75,400	\$80,300
Linn	\$44,550	\$50,900	\$57,250	\$63,600	\$68,700	\$73,800	\$78,900	\$84,000
Marion	\$46,900	\$53,600	\$60,300	\$66,950	\$72,350	\$77,700	\$83,050	\$88,400

ReOregon Programs

Recap



HOP:

Homeownership
Opportunities
Program

- HOP will **help impacted renters become first-time homeowners** by developing new homeownership opportunities for disaster-impacted first-time homebuyers.
- Buyers are **not required to qualify for a mortgage** to be eligible for the program.
- The award will be structured as a **fully or partially forgivable, zero-interest loan or grant**.
- Award amount will be calculated based on the applicant's household income.

ReOregon Programs

Recap

- **Wildfire Recovery Resilient Account (WRRRA)**
 - State funds providing rental assistance
 - Funds have been extended beyond June 30th until the end of 2023
- **Intermediate Housing Assistance (IHA)** will take over after end of 2023 to continue assistance

ReOregon Programs

Recap

PIER:

Planning,
Infrastructure,
Economic
Revitalization
Program

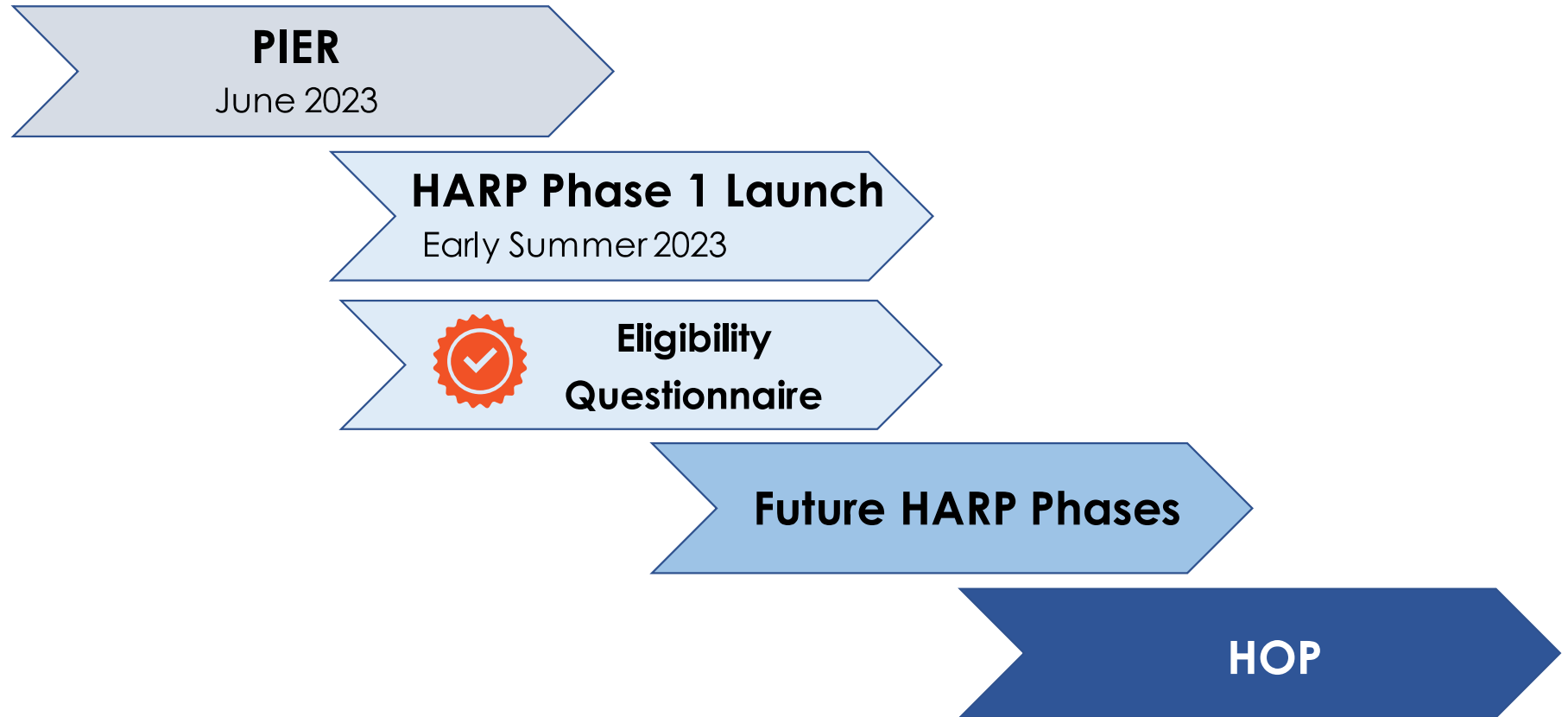
The PIER program will provide grants to address the **unmet infrastructure, planning, and economic revitalization recovery needs** from the 2020 Labor Day fires.

Projects to **mitigate the damage of possible future disasters** are also eligible.

PIER is intended to **fund the infrastructure needed to support new housing and the economic health of the region** that will allow households to purchase new homes.

ReOregon Programs

Timeline



** Timeline is subject to change*

Breakout Session 1

Cross-Community Collaboration 15 Minutes – Whiteboard

Lessons learned from previous outreach activities

- Previously effective strategies for those who are hard to reach
- Nearly effective strategies
- Ideas you want to learn more about.

Resources



Protected Classes

- Race
- Color
- National Origin
- Sex (including sexual orientation and gender identity)
- Religion
- Family Status
- Disability
- Genetic information
- Age

Resources



Vulnerable populations

- Geography
- Markets
- Prevalent housing stock and tenure
- History
- Prejudice
- Policy

Resources



1. Shift the Mindset
2. Create the Structure
3. Understand the Community
4. Determine Engagement Strategies
5. Practice Equitable Engagement
6. Evaluate Engagement and Programming

Resources



Step 6: Evaluate Engagement and Programming

- Follow a “plan, do, study, act” continuous improvement cycle.
- Determine long-term and short-term measures to evaluate engagement and programming.
- Use measurement tools that help gather community feedback on outreach and engagement experiences.

Resources



- Document checklist
- Marketing messages
- Social Media posts/campaigns
- Email & direct mail templates
- Public Service Announcements (PSA)
- Press releases
- Meeting signage, tablecloths OHCS signage

ReOregon Outreach

Communication Tactics

Collateral – Print & Digital

- Pamphlet/Brochure
- One-pager/flyer/poster

Media & Other Outlets

- Local/Regional Periodicals
- Newsletters, Blogs, online forums
- Earned Media
- PSA (Public Service Announcements)

Digital Channels

- Websites
- Social Media

Outreach Tactics

- Direct Email
- Leveraging email databases
- Canvassing
- Phone calls
- Robocalls
- Text Messaging
- Open House Events

Breakout Session 2

**Community Based
20 – 30 Minutes**

Outreach Engagement Plan

Engagement plan: Template

HARP Support Grants



Upcoming Workshop Topics

- HARP Policy Deep Dive
- Subrecipient Rules Training, HUD Reporting/Compliance, etc.
- Accessibility Strategies
- Application Guide
- Working with System of Record
- Other topics of interest?

Contact Information

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